What Is Claimed Is:

1. A method for aggregating and displaying data developed by competing business comprising:

   a) collecting data at a client system of the competing businesses;

   b) presenting the collected data to a server system;

   c) aggregating the data from the at least two businesses into an aggregated data collection;

   d) presenting a portion of the aggregated data collection to each business in the form of HTML data, the HTML data containing mechanisms to select, search, and sort the portion of the aggregated data; and

   e) integrating the HTML data containing the aggregated data into web sites operated by or for the competing businesses without the need to alter the HTML data

2. The method of claim 1, wherein the HTML data is integrated into the web sites by placing the HTML data within its own HTML frame.

3. The method of claim 1, wherein the HTML data is integrated into the web sites by placing the HTML data within a cell of an HTML table.